

# THE BET FOUNDATION

Addressing Health Disparities Among Youth

July 18, 2007



A silhouette of a person running, positioned on the left side of the slide, with a curved orange and yellow path leading from the bottom left towards the center.

# Eating Better Moving More Thinking Positive

## About Us

- Founded in 2003 by BET Networks with seed funding from the General Mills Foundation
- Established as a 501(c)3 non-profit organization with a national multi-media and community outreach focus
- Chartered to address health disparities among African-Americans



A silhouette of a person in a running pose, wearing a cap and shorts, set against a background of orange and yellow curved shapes and circles.

# Eating Better Moving More Thinking Positive

## Our Mission

To promote health lifestyles, and to raise awareness about the factors that lead to obesity, and related health conditions (e.g. heart disease, diabetes, depression) affecting African-American women and girls.



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# Eating Better Moving More Thinking Positive

## Outcome Driven

- Increase understanding of the factors that lead to obesity and related health conditions (e.g. heart disease, diabetes)
- Reduce minority health disparities in partnership with the corporate, nonprofit and government sectors
- Create new and enthusiastic health advocates among community and family members



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# Eating Better Moving More Thinking Positive

## Strategic Partners

### Diverse Sector of Support

- BET Networks
- General Mills Foundation
- Medical University of South Carolina
- National Medical Association
- District of Columbia
- Others







## The Issues

Prevalence data indicates *cardiovascular disease is greater* in black females, 44.7%, compared to 32.4% in white females.

3.2 million African Americans ages 20 years and older (13.3%) have diabetes, one *third of whom are undiagnosed*.

About 40% of adults ages 40-74, or 41 million people have pre-diabetes, a condition that raises a person's risk of developing type 2 diabetes, heart disease and stroke. African Americans are *twice as likely* as whites of similar age to develop diabetes.



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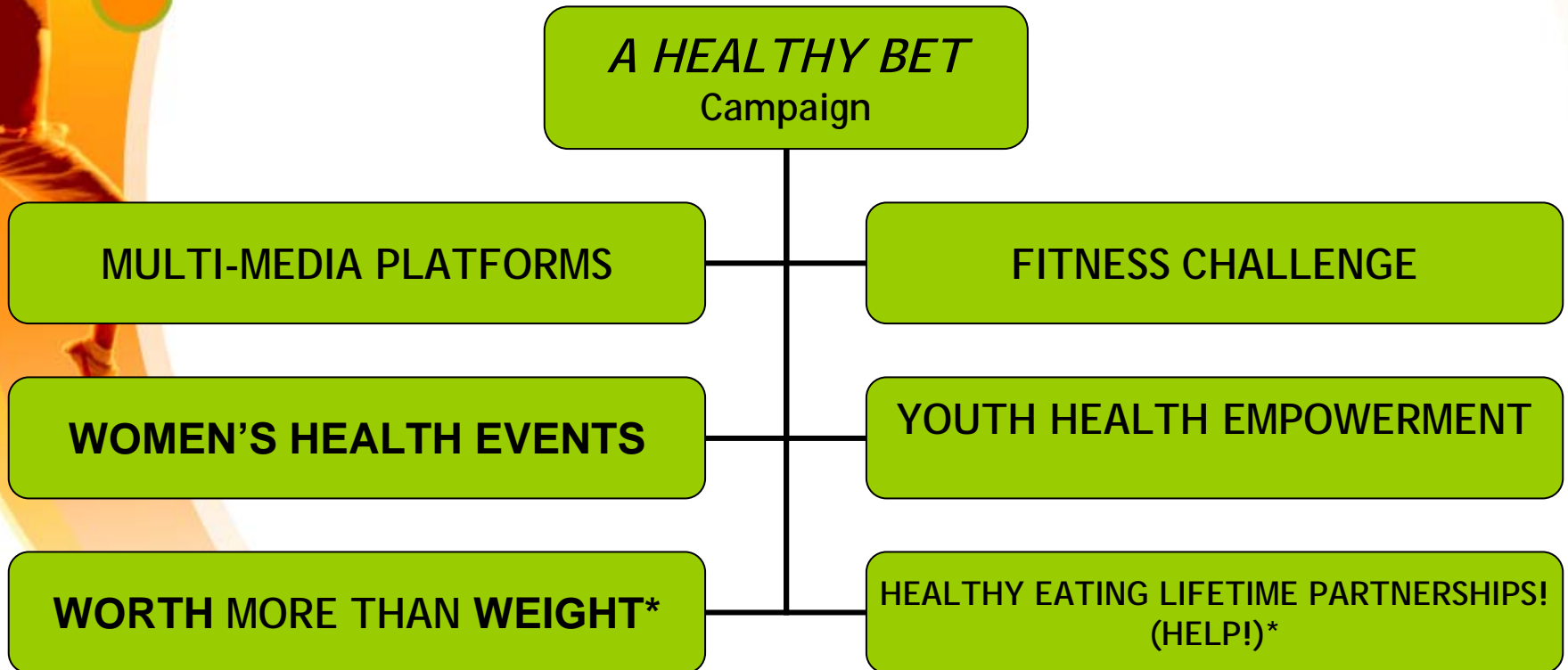
# Eating Better Moving More Thinking Positive

## Our Target

- African-American women, ages 18-54+
- African-American girls, ages 10-18



# Our Initiatives



*\*Future Initiative*





# Campaign Components

## Multi-Media

Delivering healthy living messages across BET Network platforms and in the community.

- Public Service Announcements
- Free Brochures
- Toll-Free Information Hotline
- Dedicated Web Site
- Community Health Promotions



# Campaign Components

- 800 Average Attendance since inception
- Program Components:
  - free community event for adult women and their daughters
  - master fitness class for all levels
  - expert panels & health workshops
  - free health screenings
  - free sponsor product sampling
  - special celebrity entertainment
  - free healthy lunch
  - donated incentives and gifts



# Campaign Components

Online Contest - 4 teams of 2 win prize incentives, health resort trip, sponsor products, cash and a walk down the BET Awards “Red Carpet” for meeting their nutrition, fitness and new healthy lifestyle goals:

- PSAs announcing contest
- Celebrity spokespersons
- Conference calls with fitness experts
- Prize incentives
- Online meal planning and fitness program





# Campaign Component

Youth Health Empowerment

Our goal is to increase the number of young girls who are committed to healthier lifestyles, fully engaged in healthy behaviors that lead to a sustained quality of life.



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# Campaign Component

Worth More Than Weight

To promote healthy lifestyles *and* mental wellness of African-American women through research, education and community-based outreach in complement to other *Healthy BET* initiatives.





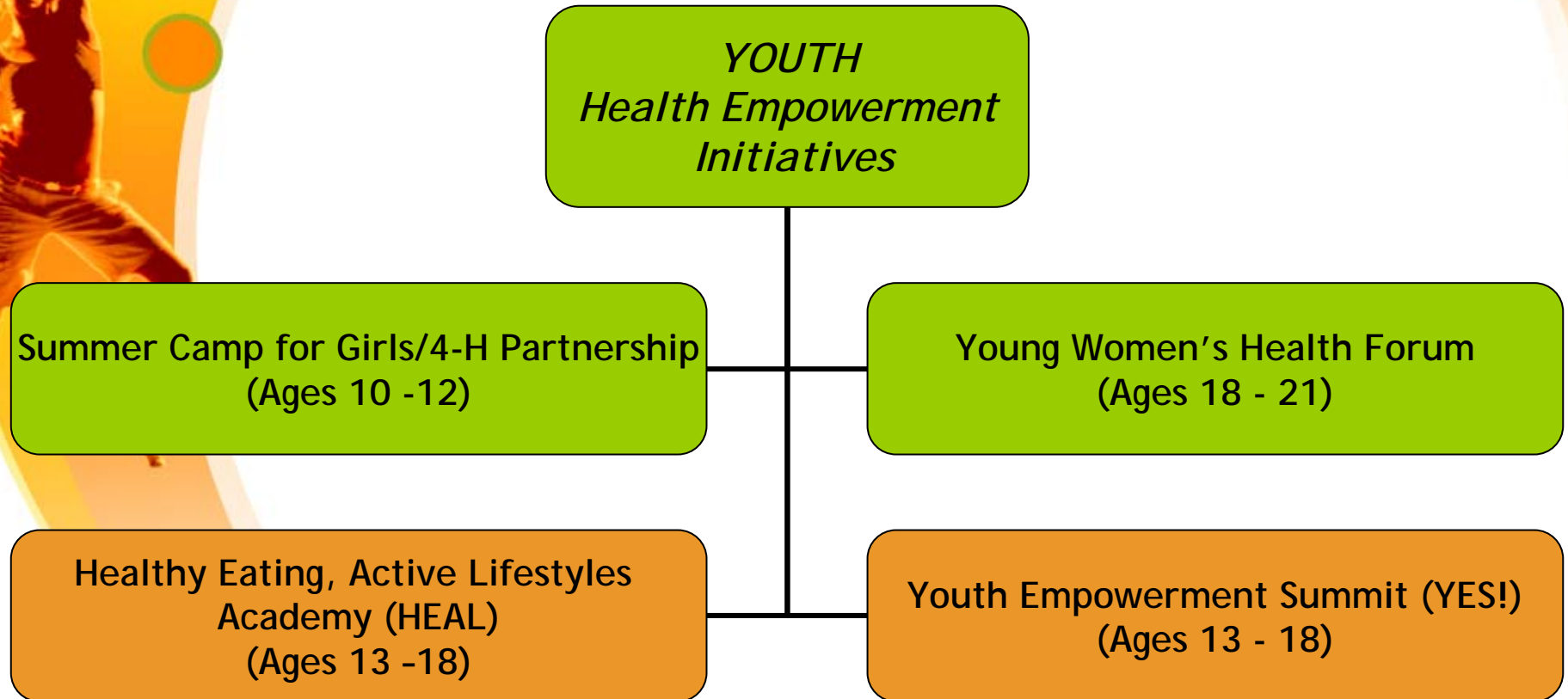
# Campaign Initiative

Healthy Eating  
Lifetime Partnerships

Healthy Eating Lifetime Partnerships! (HELP!) is a program about teaming up with a trusted friend, co-working or family member to *help* women stick with their proper nutrition and fitness goals in complement to other *Healthy BET* initiatives.



# OVERVIEW OF YOUTH HEALTH COMPONENTS



# Campaign Initiative

Summer Camp for Girls



- Nation-wide contest inviting parents to nominate their daughters for the all-expense paid one-week residential camp program.
- Parents submit 150 or more word essay answering why their daughters should be selected and how their family will help support her new healthy lifestyle goals.
- Take-home health and nutrition program with curriculum support and evaluation of behavioral changes conducted in partnership with Extension Cooperative Programs





# Program Components

Summer Camp for Girls

## *Nutrition & Fitness*

Exercise and Sports  
Nutrition Classes  
Cooking Demonstration  
Media Smart Program

## *Self Awareness & Thinking Positive*

Art Therapy  
Guidance Counseling  
One-On-One Dialogue  
Peer Support

## *Friends & Fun*

Arts and Crafts  
Camp Fires  
Talent Show  
Celebrity Visitors





# Young Women's Health Forum

- Provide accurate and relevant information about the physical and emotional health issues facing young women in an age-appropriate forum.
- Increase understanding among adolescents of the factors that lead to obesity and related health conditions.
- Equip adolescents with the strategies and support necessary to affect positive changes over their life course, relationships and social worlds.






# Health Eating-Active Lifestyles (H.E.A.L.) Academy *After-School Programs*

- Progressive, core curriculum follows academic calendar earning program certificate and award prizes
- Educators and health advocates administer H.E.A.L. curriculum
- National PSA project “call-for-entries” contest from program and multi-media treatment of winning entry
- Girls learn reasons for and how to make healthy lifestyle choices through community service projects, coursework and group competition
- Web site designed to re-enforce curriculum and provide on-line virtual forum for girls, educators and parents dialogue



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## Health Eating-Active Lifestyles (H.E.A.L.) Academy *After-School Programs*

- Qualifying project development for requisite community service project
- Program participants will design and implement school and community health audit for presentation to local school officials and parent-teacher organizations
- National recognition through on-line media to help other H.E.A.L. and youth-serving organizations replicate project in their own community



# Youth Empowerment Summit (YES!)

## *The Voice of Our Youth For Change*

- H.E.A.L. Academies will culminate in a “Girls Town Hall” in Washington, DC at the BET Networks/Studio 2
- H.E.A.L. Academies will nominate and send two delegates to attend YES!
- Two day conference:
  - hear from youth about childhood and family obesity disparities from their point of view
  - re-enforce school-year curriculum
  - present and reward national PSA winning academy
  - dialogue with national leaders
- YES! Filmed for H.E.A.L. Academy communities



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*Nourishing the Lives of African-American  
Women and Girls through Health  
Education, Health Literacy, and Action*

## The BET Foundation

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